



MODTISSIMO EXCEEDS EXPECTATIONS WITH RISE OF INTERNATIONAL VISITORS

In line with previous editions - despite the atypical moment we are experiencing - MODTISSIMO managed to fulfill its mission, bringing the Portuguese textile industry closer to national and international buyers. For two days, September 23rd and 24th, the Portuguese textile salon was always busy, with an additional 25% of international buyers, and many exchanges through the almost 200 stands present. The event also included the visit of the Secretaries of State for the Economy, João Correia Neves, and for Internationalization, Eurico Brilhante Dias.

Even at a time of profound changes in the entire economy, MODTISSIMO, the largest and oldest Portuguese textile event, maintained its mission of accelerating business in the sector. During two days of exhibition, September 23rd and 24th, almost two hundred textile companies, from raw materials to clothing, were represented at Alfândega do Porto, to reinforce or resume contact with their customers, not only Portuguese, but also international.

At a time marked by uncertainty, MODTISSIMO was not only an important driving force for trade, but also a symbol of trust and hope for the various sectors represented. For Manuel Serrão, CEO of Associação Selectiva Moda, which organizes the event, **“there is a feeling that the ones present are somehow making history, and are actively returning hope to a sector that is slowly coming out of six months of significant drops in revenues”.**

A message of strength and confidence that was echoed by the two secretaries of state who visited the event. **“Everything reported back to me was very positive, I did not find anyone who had a single complaint. We were really in need of a fair”**, said the Portuguese Secretary of State for Economy, João Correia Neves – who took his time strolling the fair’s corridors and talked with about 20 exhibitors. Eurico Brilhante dias, Secretary of State for Internationalization, also left the event with a feeling of confidence: **“If you want to know what resilience is, you can talk to these people. MODTISSIMO meant courage,**

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from those who came, but also from those who had the impulse not to cancel”, he explained, stating that the fair sent a signal of security and dynamism to international markets.

So far, MODTISSIMO has been the only textile event to be held on the Iberian Peninsula since the beginning of the pandemic, and one of the few on a European scale, attracting particular interest from international visitors. **The number of foreign buyers grew by 25% when compared to the previous year’s edition** – resulting in an increase in the ‘foreign’ share from 10% to 12.5%, in relation to the total number of participants. **“It was a surprise, even because they came from unexpected countries, such as Qatar”**, explained Manuel Serrão, Selectiva Moda’s CEO also revealed that the number of foreign buyers

In an edition marked by the theme **“Linked”**, MODTISSIMO reinforced the image of a textile industry that is increasingly closer to sustainability and digitalization. **Linked** to nature, by investing in sustainable fibres and responsible production; **Linked** to digital, due to the growing proximity between face-to-face contacts and new technologies.

This year, MODTISSIMO will present several new features to its visitors:

A new edition of the Green Circle Forum: The textile innovation forum iTechStyle Showcase, put together by CITEVE, served as the basis for the selection of the first thirteen finalists of the iTechStyle Awards, the main textile technology awards in the country. In the spotlight were revolutionary projects in the area of technical textiles, hospital clothing, sportswear and safety equipment, in addition to new raw materials for cutting-edge industries, such as the automotive or aviation sector.

A new edition of iTechStyle Showcase: As the main innovation forum for the Portuguese textile industry, iTechStyle is responsible for presenting, twice a year, the most innovative projects of the Portuguese companies. In this edition, the forum will once again bring together research and development projects, from spinning to clothing, including technical textiles and accessories, which stand out for their performance and technology, often incorporated in the most diverse industries, from automotive industry to healthcare.

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ATP launches Sustainable Fashion From Portugal project: With the motto “Fashion Industry’s New Chic”, the new project of the Portuguese Textile and Clothing Association wants to affirm the Portuguese industry as a centre of innovation and excellence in responsible production and circular economy. Entitled Sustainable Fashion From Portugal, the initiative presented in this MODTISSIMO will be developed for over two years, with a set of promotional actions in strategic markets.

Between Parallels Space: Presented a new association, which brings together brands and stores that specializes in sustainable and made in Portugal products, from clothing to footwear, jewellery, fashion accessories and interior decoration.

Fashion People exhibition and Fashion Film Festival space: Integrating fashion and textiles in the audiovisual arts, MODTISSIMO exhibited the works of the Fashion People photo contest 19 finalists, which this year were challenged to “Be a Storyteller”. There will also be a space dedicated to fashion films, through the Fashion Film Festival, whose finale is scheduled for next October.

MODTISSIMO is the largest Portuguese textile salon and the oldest in the entire Iberian Peninsula. Held twice a year - in February at Porto Airport and in September at Alfândega do Porto - it brings together the entire Portuguese textile industry, from yarn producers to clothing manufacturers, serving as a showcase for one of the largest textile clusters in all of Europe. Thousands of visitors usually pass through its corridors, especially international buyers.

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